

Promotion &
Marketing
Masterclass Series

 Boss It Club



Boss it Club

What Marketing Metrics Should You Track?

With Laura & Sophia Noreen





Today's Discussion

Why Measure?

A Few KPI to Start With...?

The Take-Home Message?



WHY, MEASURE ANYWAYS...

Why
Measure
your
Marketing?

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Today's Discussion

When to launch a promotion?

When to start planning for your promotion?

How to plan a promotion?



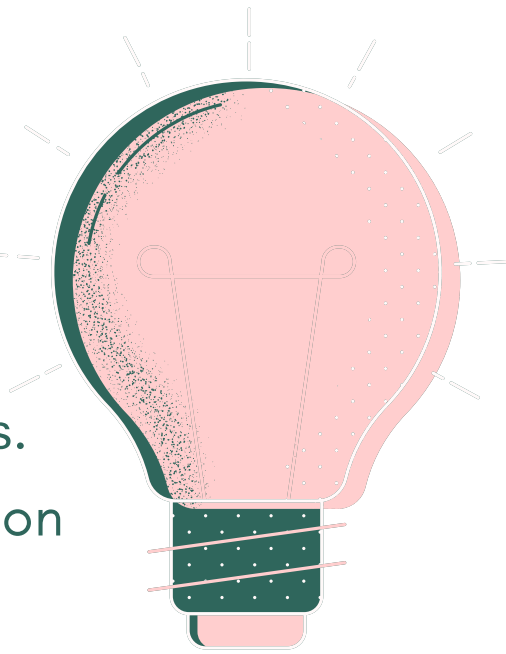


So Many Numbers!

Marketing has many Key Performance Indicators (KPIs) that we can choose. Let's start with a few that you can put to use in your business.

RESPONSE RATE

Measure the total number of customers who respond back to your company's communication efforts.
Example: Call-To-Action



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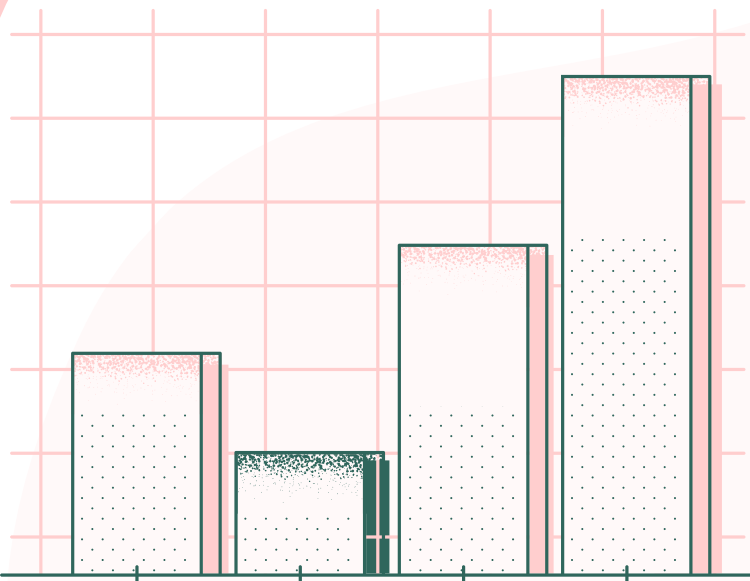


CLICK THROUGH RATE (CTR)

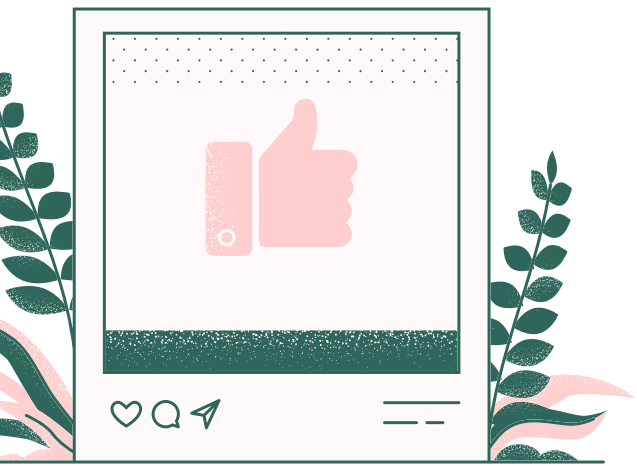
Measure how often your link is clicked and your customer arrives at your website

REFERRAL TRAFFIC

Measure the volume of traffic that is directed to your site from outside sources.



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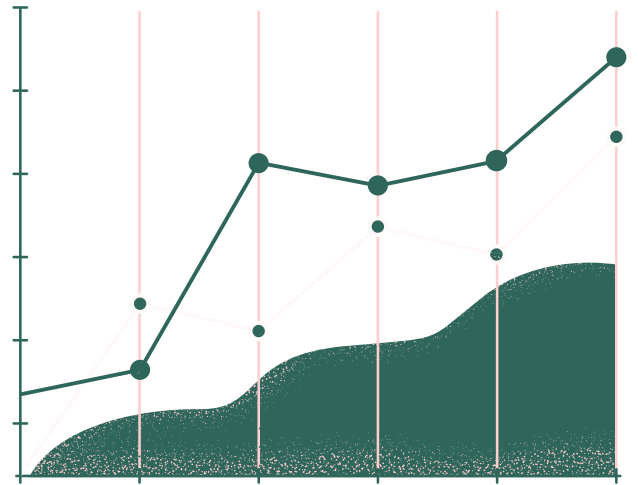
TOTAL VISITS

Measure the amount of users that have visited your site or page.



INCREMENTAL SALES

Demonstrate how your marketing campaigns are resulting in increased sales revenue.



INCREMENTAL SALES EXAMPLE

You expect to sell \$500 of product each month without any promotions. In April, you run a Facebook ad campaign that costs \$300 and now you sell the store sells \$1,000 worth of product. You can calculate incremental sales by based on the Facebook ad as follows:

$$\begin{aligned}\text{Incremental Sales (\$)} &= \$1,000 - \$500 \\ &= \$500\end{aligned}$$

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INCREMENTAL SALES SUCCESS INDICATORS

- Incremental sales that are greater than the marketing investment.
- An indirect increase in sales that can be attributed to a marketing campaign.



